



Jefferson County Parks Department  
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#### **PRESS RELEASE**

### **Jefferson County Parks Endowment Fund Update**

With shrinking budgets becoming more and more common, local units of government are having to come up with new and creative ways to bridge the gap between what they have, and what they need to meet the needs of our growing communities. In August of 2011, the Jefferson County Parks Department established a Parks Fund through the Natural Resources Foundation of Wisconsin to help bridge that gap. The fund has been developed to help offset the cost of future park maintenance and operations through tax deductible donations.

The Jefferson County Parks Endowment is a permanent endowment that was created by the Friends of Jefferson County Parks to provide a perpetual source of funding to support the maintenance of parks in Jefferson County. The endowment is managed by the Natural Resources Foundation of Wisconsin. Contributions to the Jefferson County Parks Endowment are tax-deductible and can be made by sending a check to the Natural Resources Foundation of WI, Attn: Jefferson County Parks Endowment, PO Box 2317, Madison, WI 53701 or by donating online at [www.wisconservation.org](http://www.wisconservation.org).

The importance of parks and open space to the vitality and health of our communities is highlighted by the challenge donation made by a local business; Standard Process. Standard Process, a local whole foods and dietary supplement manufacturer, made a challenge to the community to match private donations up to \$5,000.00 dollar for dollar. The challenge was met almost immediately through an anonymous donation, raising the fund to the 2011 goal of \$10,000.00 overnight.

The Jefferson County Parks Department is again soliciting donations from everyone interested in perpetuating the County Parks and open spaces that make our County unique. In 2015, our goal is to increase the Jefferson County Parks fund by \$10,000. All donations are tax deductible and would be put towards future park development and maintenance projects.

If you love Jefferson County Parks and want to help support it for future generations, consider leaving a legacy gift behind by including the Jefferson County Parks Endowment in your will. To leave a bequest to the Fund, simply incorporate the following language in your estate plans: "I

give [describe the gift] to the Natural Resources Foundation of Wisconsin [federal tax id # 39-1572034], a nonprofit corporation organized and existing under the laws of Wisconsin and with a principal mailing address of PO Box 2317, Madison, WI 53701. This gift shall be designated to the Jefferson County Parks Endowment.

For more information, call the Natural Resources Foundation toll free at (866) 264-4096, email [info@wisconservation.org](mailto:info@wisconservation.org) or visit [www.wisconservation.org](http://www.wisconservation.org) or contact the Jefferson County Parks Department at 920-674-7260 or e-mail at [jeffcoparks@jeffersoncountywi.gov](mailto:jeffcoparks@jeffersoncountywi.gov)

Thanks to everyone who has already made such an incredible contribution to our parks future!